



THE PENNSYLVANIA HORTICULTURAL SOCIETY

# 1998 YEARBOOK



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PATHWAY TO THE NEXT GENERATION

A child happily painting a  
pumpkin at the 1997 Harvest  
Show.



# THE PENNSYLVANIA HORTICULTURAL SOCIETY 1998 YEARBOOK

July 1, 1997 to June 30, 1998

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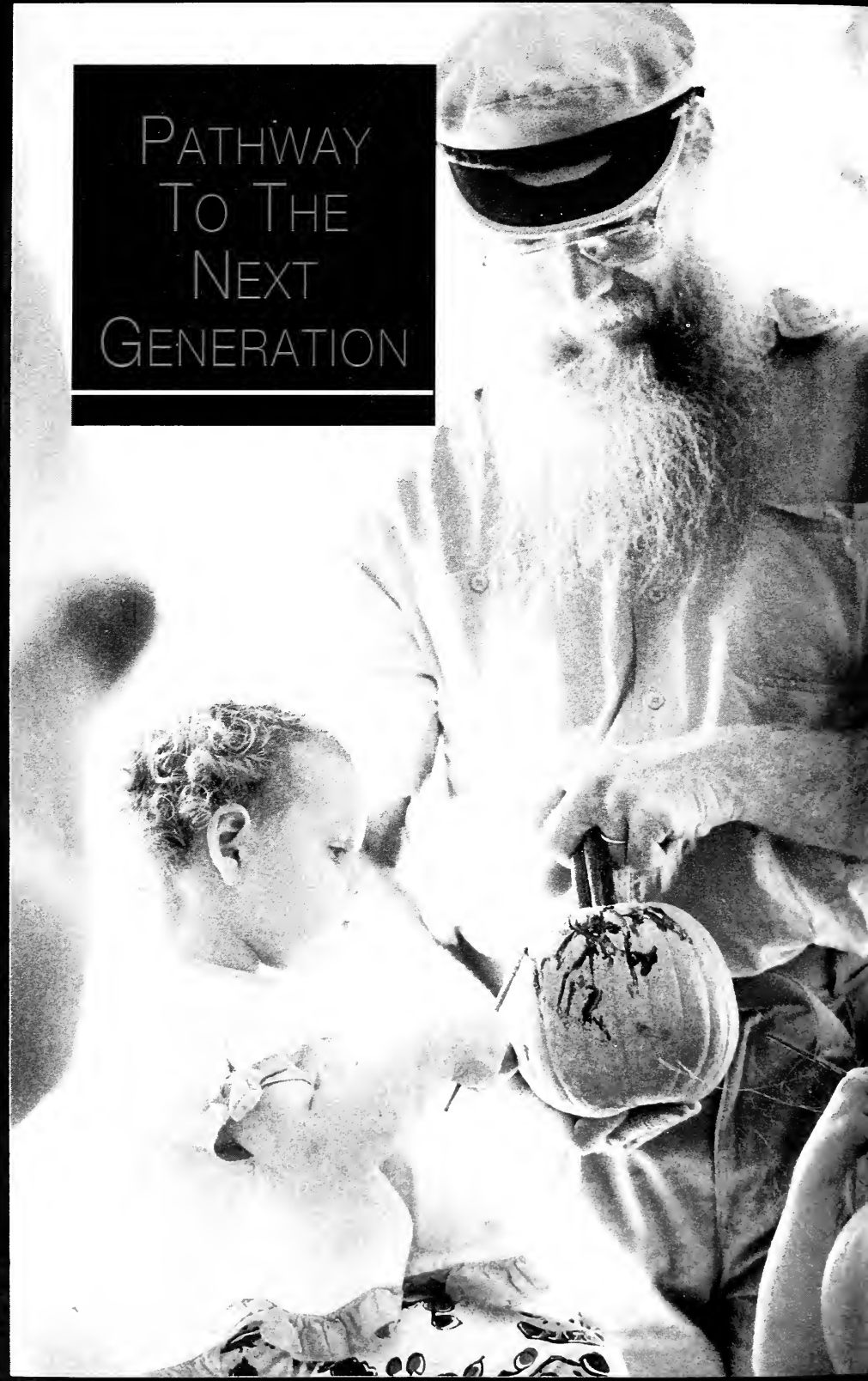
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PATHWAY  
TO THE  
NEXT  
GENERATION



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The Pennsylvania Horticultural Society (PHS) is a membership organization with a mission: "To motivate people to improve the quality of life and create a sense of community through horticulture."

To carry out that mission, PHS enlists the energy and enthusiasm of its members—close to 9,000 strong in 1998—to educate, demonstrate, and encourage the pleasures of growing, greening, and gardening.

With a formidable volunteer force, bolstered by a professional staff and a vast array of educational and outreach services, PHS initiates its own projects and forms partnerships with governmental agencies, corporations, and civic groups to carry out its horticultural mission in the Greater Philadelphia Region and beyond. Among its highlights are the Philadelphia Green program, the Philadelphia Flower Show, and an array of educational services for members, and the public.

PHS maintains public places such as the Azalea Garden at the Philadelphia Museum of Art and neighborhood Ribbon of Gold plantings, and draws in other interested people to contribute both talent and financial assistance for special projects such as the landscape restoration at the Philadelphia Museum of Art.

Design, maintenance, and technical-assistance projects initiated by Philadelphia Green not only soften the City of Philadelphia with visual amenities, but enhance its commercial value as well. In its Community

Greening projects, the Society works with community residents to improve their neighborhoods with block green-ups, street tree plantings and community gardens.

To offer inspiration, exchange information, and reward horticultural excellence, the Society holds annual events such as the highly successful Philadelphia Flower Show, the Harvest Show, a Junior Flower Show, and a City Gardens Contest to encourage individual and community gardeners.

The Flower Show not only delights and educates, but also has a tremendous economic impact on the City of Philadelphia. In addition to the benefits it reaps for citywide greening projects, Show visitors swell the city's tourist trade. The Philadelphia Convention and Visitors Bureau and the Society have developed a formula to calculate average expenditures spent on hotel rooms, in restaurants, and on shopping. In 1998, an expanded program of "Flower Show Week" events had an economic impact of \$24.5 million on the city, up \$2.5 million from the previous year.

In all its efforts, the Pennsylvania Horticultural Society works to strengthen and empower its members to encourage the next generation of gardeners to insure that its horticultural mission is carried into the next millennium.

This Yearbook contains a report of the activities of PHS during the period from July 1, 1997 to June 30, 1998.

# MESSAGE FROM THE CHAIR AND THE PRESIDENT

Having launched the Flower Show in its new home at the Pennsylvania Convention Center and moved into our new headquarters at 20th & Arch, we assembled a team of top managers to determine the future direction of PHS. With a grant from The Pew Charitable Trusts, we also hired The Hillcrest Group, Cambridge, Massachusetts, to help with those deliberations. That was two years ago.

**New Strategic Plan.** As we delved into financial analyses, the results of Flower Show visitor surveys, and assembled focus groups on Philadelphia Green, the Flower Show and our activities, we extended the deadline for completion of our work. As this financial year comes to a close, our formal Strategic Planning discussions are almost complete, so this seemed a good time to inform our members

PHS President,  
Jane G. Pepper



and friends about the initiatives we will pursue over the next few years.

Both of us, as well as other members of the Strategic Planning team, are excited at the prospects that lie ahead for PHS and we see a bright, productive future, which will be guided by our new mission statement, adopted by the Council in January: *"The Pennsylvania Horticultural Society motivates people to improve the quality of life and create a sense of community through horticulture."*

**Highlights.** It's hard to condense two years of discussion into a short note, but here are a few highlights. In our program area, which includes events and activities for members

and the public, as well as all our Philadelphia Green community and public landscapes projects, we will soon realign our staff to better serve the current and anticipated needs of our broad range of constituents.

In response to changing demographics in Philadelphia, we will change the delivery methods of our Community Greening program to increase the effectiveness and sustainability of urban greening projects. We will also further develop new and expanding opportunities such as the revitalization of neighborhood parks and vacant land initiatives.

Our various publications will now all be concentrated in one depart-



PHS Chair, Ann  
L. Reed

ment so we can improve our ability to communicate, not only horticultural and membership information, but also to cultivate a greater awareness among our readers about PHS's programs and goals. Our publications can also assist us in advocacy to "improve the quality of life," a cornerstone of our new mission statement.

As the Society's key financial engine, the Flower Show must remain the world's premiere indoor flower show and we must maximize its profitability, both for the health of the organization and to support our community projects. This means increased efforts to enhance visitor satisfaction, as well as working closely with exhibitors to meet their needs.

To ensure long-term financial stability for PHS, we plan to further consolidate our current development functions under a new Resource Development department, which will combine development, membership, fundraising events, human resources, and administration.

For many years, our membership rolls have hovered around 8,500. Given the rising popularity of gardening and a new awareness about the importance of green space, we think there are many people who would enjoy the benefits of PHS membership. An expanded group of members will serve as advocates and supporters of our new mission and goals. In spring '99, we will embark on a campaign to increase

the membership significantly. As we develop this membership campaign, we are keenly aware that not only must membership benefits be cost-effective for PHS, but they must also meet the changing needs of our constituents.

PHS is fortunate to benefit greatly from the time, talents, and enthusiasm of our volunteers who work closely with staff. Another Strategic Planning initiative will be to hire a full-time volunteer coordinator to assure that current volunteers have the support structures they need, and to introduce new volunteers to PHS and its mission.

**The Future.** As we go forward, we will bring you more details from our planning sessions. In the meantime, thank you all for your generous and continuing support. We look forward to having you join us and the staff at PHS to assure the health of our organization. Together, we will be able to carry out our new mission and help create both the next generation of PHS members...and the next generation of gardeners.



Ann L. Reed, Chair



Jane G. Pepper, President





Membership in the Pennsylvania Horticultural Society is a hands-on opportunity. Members are the necessary ingredient and the driving force behind everything it accomplishes. They share their skills and enthusiasm with other members in a wide range of programs and workshops from the kitchen to the greenhouse, from Japanese flower arranging to English hanging baskets.

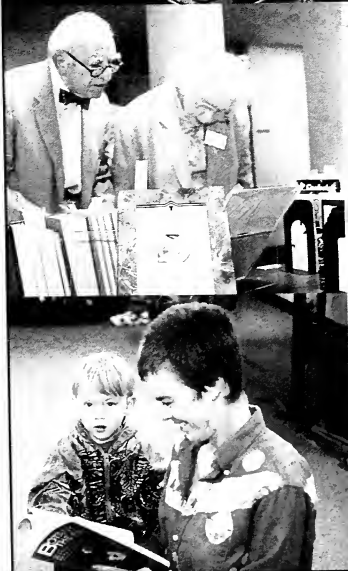
Members now benefit from an innovative change—from calendar to rolling—in the membership year. Instituting this more flexible and

attractive system means members receive a full year of benefits, including Flower Show tickets, no matter when they join. Other changes are coming, too, in membership categories tailored to reflect members' interests and lifestyles.

Many of the 8,700+ members contribute thousands of man- and woman-hours. They give, if not the shirts off their backs, at least the bounty of their gardens for the Members' Plant Dividend, and the value of their expertise as Flower Show judges and as Hotline volunteers. They even get down to the



With plants  
in pots...and  
in books...PHS  
members  
happily  
searched for  
horticultural  
treasures at the  
annual Plant  
Dividend and  
Book Sale



nitty-gritty of serving refreshments at the Harvest Show.

The big push comes at Flower Show time when the jobs and volunteers to fill them burgeon: they select competitive classes and solicit entries; they meet and greet bus visitors in freezing weather; they answer questions and host judges from all over the country.

The Members Committee, under Pat Sanders' leadership, deploys over 400 people to staff the Membership Booth and the Garden Shop. In 1998, their efforts—from dragging boxes of books, mugs and T-shirts to cleaning cabinets and “tending store”—produced the most successful merchandising year ever with gross sales surpassing \$287,000. PHS member Tina Colehower also directed a small group of volunteers who sold 445 memberships, doubling the number sold at last year's Show.

## The PHS Library Goes Hi-Tech

This was the year that our McLean Library went online. Out went the card catalog; in came the workstation. Now library visitors use a computer terminal to query the database and discover which books and materials are on the shelves and which are in circulation. Over 3,900 books and video tapes were checked out by Society members and by members of the North American Rock Garden Society; librarians responded to 4,000

“My daughter's getting married in June in our garden. What can I plant that will yield white flowers in June?”

—A Gladwyne woman's question for the Hotline

inquiries from phone calls, library visitors, and through e-mail from the website ([www.libertynet.org/phs](http://www.libertynet.org/phs)). Library pages continue to be the second most visited spot on the website after the Flower Show.

Nineteen Horticultural Hotline volunteers also dispensed quick and expert advice to 1,855 questions asked by members who called 215-988-8777. Hotline volunteers also answered questions by fax (215-988-8783) and via the website. Finally, at the most successful ever Book Sale, members took home 665 books for their own libraries.

## Publications For Plant Lovers

As the Society's accolade-winning publication, *Green Scene*, moved through its 26th year, its first editor, Jean Byrne, prepared to move into retirement. Byrne fashioned its content and full color photo layouts to award-winning horticultural heights, and into a glossy, informative emissary to plant lovers far beyond the Greater Philadelphia Region.

Horticultural organizations in Pittsburgh, New York, New Jersey,

"I enjoyed the trip to Penny-pack Watershed. I especially liked seeing the horses at the pond. I also like finding that snake and three caterpillars."

—Michelle Lawrence, a fifth grade student at Huey Elementary School in West Philadelphia

Maryland, and Ohio give *Green Scene* as one of their membership benefits and, in 1998, the Cleveland Botanical Garden joined the *Green Scene* family with 4,800 subscriptions.

The popular single-subject issue featured "The Garden's Gift of Privacy" as its 1998 theme. Librarians and researchers will also welcome the 25-year *Green Scene Index*, a spiral-bound softcover book that was published in 1998 available for \$19.95.

In addition to that flagship publication, the Society keeps members and others informed with several other publications: *PHS News*, published 11 times a year as a benefit of membership, carries news of members' activities and events; *Philadelphia Green News* shares news with city gardeners and government and city supporters about community gardening and public landscapes; and the *Philadelphia Treebune*, an insert in *Philadelphia Green News*, brings news of the lat-

est educational efforts with children and on the urban forestry activities of the 83 Tree Tender groups assisted by Philadelphia Green (82 of them are here in Philly, with one more tending trees over in Camden, New Jersey). The Flower Show family, too, has its own publication, *Showtime*, published daily during the Show, while the *Yearbook* is an annual update for members.

## Adding Green to Grace The Philadelphia Museum of Art

This year saw the completion of Phase I, a beautiful landscape renovation for one of Philadelphia's most visible public institutions—the Philadelphia Museum of Art. A cooperative effort by the Society, the Museum, and the Fairmount Park Commission, this phase of construction—costing \$1.4 million—concentrated on the East Courtyard which received a rich palette of shrubs and perennials, and eight new empress trees (*Paulownia tomentosa*) to replace diseased and dying ones.

With new curbs, the courtyard is now a much improved place from which to enjoy the view down the Benjamin Franklin Parkway to City Hall. In addition, the traffic pattern at the Kelly Drive entrance was realigned to provide safer traffic flow. A semicircular Plaza at the bottom of Museum Drive was planted with the saltspray rose 'Frau Dagmar Hartopp' (*Rosa rugosa*), and the rock ledges along Art Museum Drive received new



Big machinery removes diseased empress trees from the Art Museum, making room for new, healthy specimens.

azaleas, rhododendrons, low evergreens, and vinca.

Perhaps most exciting of all the Art Museum restoration news is that \$1.5 million of the more than \$3 million necessary for a maintenance endowment for the plantings has already been raised in private funds, thanks to generous contributions from Dorrance H. Hamilton and an anonymous donor.

## Greening The Public Landscape

Volunteers who maintain public plantings at Ribbons of Gold throughout the city—particularly at Eastern State Penitentiary and on the median strip of Spring Garden Street—added some lovely purple asters this year, and continued to

help green up and clean up the Azalea Garden at the Art Museum. Commuters coming down John F. Kennedy Boulevard from the 30th Street Station now enjoy new annuals planted by volunteers from The Pew Charitable Trusts. For the seventh year, volunteers brought blooms to the City Hall courtyard with funding and assistance from the Society and the Fairmount Park Commission.

Philadelphia Green continues to manage ongoing projects at the 26th Street Gateway, where capital improvements were made along the Conrail embankments; at the Interstate Land Management Corporation-managed parcel surrounding the Vietnam Veteran's Memorial at Spruce Street, which

received new plants and benches; and at Penn's Landing which received new plantings this year at Lombard Street. An installation for the Avenue of the Arts festival was so successful that Philadelphia Green now has a contract to manage seasonal plantings there, changing them three times a year—in March, May and October.

To keep up with the latest information on urban design and horticultural practice, the staff is developing a network of professionals to share information. A consultant has been hired to work with staff members on a Five-Year Action Plan to assess the success of past public landscaping projects and to develop criteria for new undertakings. Selected to chair the American Society of Landscape Architects' Urban Design Open Committee,



A volunteer at work on the grounds of City Hall.

Public Landscapes developed the first issue of a newsletter on urban design topics. They are also beginning to develop a landscape maintenance training program for Philadelphia's Department of Recreation.

## Reclaiming Vacant Land for Pleasure and Profit

The challenge of devising a strategy to reclaim Philadelphia's 15,000 unsightly and unproductive vacant lots is a problem the Society has been working on with the City and other non-profits since 1995, when Philadelphia Green commissioned, published, and distributed a study, *Urban Vacant Land: Issues and Recommendations*.

"The sitting area is used by many, many people. It gives us the opportunity to gather through the seasons, to really look at the beauty from our windows and try to imagine how we did without it."

— *Iris Brown, community gardener at North Philadelphia's Norris Square*

In 1998, consideration of that problem moved into a new arena when Philadelphia's City Council formed a Select Committee on Land Re-use and Management to develop a comprehensive, city-wide plan for

abandoned lots and properties. With a William Penn Foundation grant of \$450,000, Philadelphia Green will continue to work cooperatively with several city agencies to determine how best to use this land to improve both the quality of life in the city's neighborhoods and the City's tax base. Philadelphia Green will evaluate 10 neighborhoods in North Philadelphia, east of Broad



Youngsters also pitched in to help beautify City Hall.

Street, to determine the costs of reclaiming unused land and how local residents may most wisely use it.

A major force in such reclamation efforts is the New Kensington Community Development Corporation at Frankford Avenue and Berks Street where neighbors, businesses, foundations and local government have converted more than 300 vacant properties into side



Philadelphia Green and CityYear recruits at work cleaning up JFK Boulevard.



Dedicated volunteer Rosina Feldman weeds the colorful median running along Spring Garden Street from 18th to 22nd Street.

yards, vegetable gardens and neighborhood open space. City officials and Philadelphia Green hope the work accomplished at New Kensington can be replicated in neglected neighborhoods around the city.

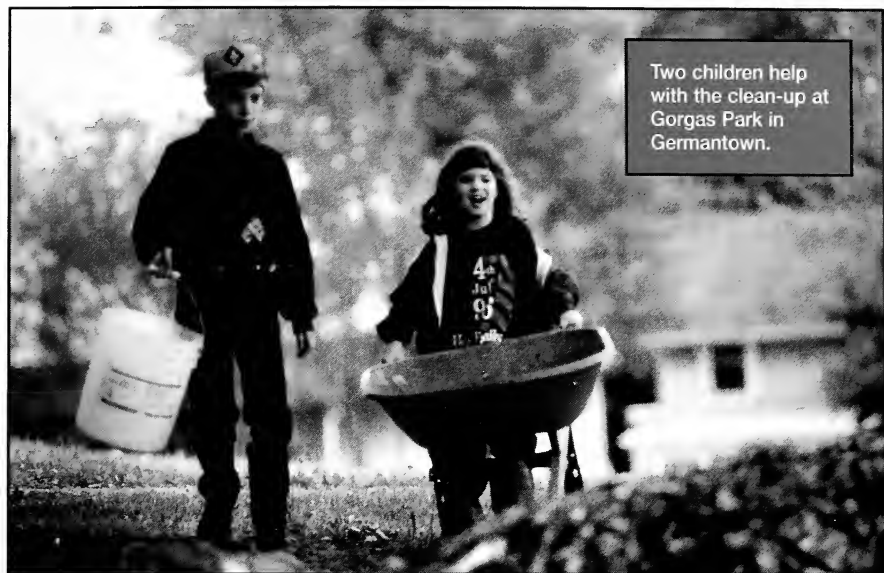
"The collaboration between Philadelphia Green and the New Kensington Community Development Corporation has had a tremendous impact on our community. Projects like the Garden Center, and the Clean and Green Program have touched everyone, making our neighborhood cleaner, safer and more attractive."

— John Carpenter, executive director of New Kensington Community Development Corporation

## Community Gardening's Bounty Of Plants and Pride

"Oh yes, we have plans...some lights, a new watering system with rubber hoses instead of the old plastic pipes...then we're gonna have a big party next fall." So spoke jubilant gardener Jimmie Taylor as he learned that Glenwood Green Acres, located along the Amtrak rail line near the North Philadelphia station, would remain the proud possession of the 87 gardeners who tend vegetable plots there. At a sheriff's sale auction, the Neighborhood Gardens Association (a sister non-profit organization that PHS helped establish in 1987 to preserve land as community gardens) secured the property for the residents who have grown vegetables, flowers and fruit trees there for 13 years. Glenwood Green Acres is just one of hundreds of projects that Philadelphia Green assists with moral, technical and physical help—and ongoing encouragement.





## Growing Young Gardeners

To carry a love of horticulture into the next generation, Philadelphia Green's Outreach department likes to start them young. A quick sample of its youth activities includes a tree laboratory at Harding Middle School on Torresdale Avenue which just celebrated its sixth anniversary; environmental explorations by students at Huey Elementary School in West Philadelphia; and a workshop at Bluford Elementary School which explained the importance of trees to health and the necessary conditions to grow them.

The staff has been gratified by the enthusiastic response to the three Philadelphia Green "Garden Tenders" training courses this year, involving a total of 159 individuals representing 34 neighborhood groups. As part of the training, Garden Tenders graduates must

agree to include vegetables in at least one-half of each community garden. This concept stemmed from concerns among our staff that fewer and fewer gardeners were involved in food production, important to the life of a successful community garden.

Since 1993, 825 enthusiastic individuals representing 86 neighborhood groups have completed the course and are actively caring for their community trees. Word about the success of the Tree Tenders Training has spread, too, giving us the chance to offer three specialized training sessions to encourage the creation of tree stewardship programs in Pittsburgh, Southeastern Pennsylvania and Northeastern Pennsylvania. As a result, the Western Pennsylvania Conservancy in Pittsburgh has already set up its own version of Tree Tenders.

## Let The Good Things Roll In Public Parks

"Our philosophy behind parks revitalization is to keep the good things happening in public parks so there won't be room for the bad," says Jeff Tober, Philadelphia Green project coordinator. In neglected public parks around Philadelphia, the bad things can be drug use, crime, graffiti, and general deterioration, but the good things—weed and trash removal, replacement of dead trees, new plantings and activities for children—are gaining ground in six new parks.

Working with neighborhood community groups in a Parks Revitalization Initiative, funded by the William Penn Foundation, Philadelphia Green has added six new parks to its reclamation efforts:

Carroll Park (52nd & Girard Ave.), Elmwood Park (71st & Buist), Fairhill Square (4th & Lehigh Ave.), Gorgas Park (Ridge & Hermitages Ave.), Malcolm X Memorial Park (52nd & Pine St.), and Wissinoming Park (Frankford Ave. between Comly & Cheltenham). They join North Philadelphia's Norris Square, Germantown's Vernon Park, and Southwest Philadelphia's Wharton Square, for a total of nine parks which have received assistance under the Parks Initiative.

In addition to improving the physical characteristics and providing technical advice, Philadelphia Green gives help and hope through such activities as Art in the Park, a collaborative effort between the Society and the Department of Recreation's Mural Arts Program; Adopt-A-Tree,

"Tree Tenders" in action at Gorgas Park.





Many hands help erect a fence in North Philadelphia during a Philadelphia Green "Tree Tenders" Training Session in May.

which provides newly planted trees cared for by school students; Park Patrols, a curriculum-based after-school program of ecological, horticultural and environmental programs for neighborhood children; and Arbor Day activities which celebrate progress and teach children to enjoy and respect their trees and parks.

"Being a Tree Tender is one way of instilling neighborhood pride. I've always been fascinated with trees. I planted them with my father while growing up and the experience never left me."

—Fred Ross, A Central Roxborough Civic Association Tree Tender

## City Gardens Contest

"This spectacular garden could be photographed for a seed catalog," said one of the 423 volunteers who served as judges in the City Gardens Contest. The lush harvest of vegetables and flowers produced in 410 gardens throughout Philadelphia was displayed in a bright collage for an Awards Ceremony at the Pennsylvania Convention Center, where over 700 people gathered to share the pride of nature's bounty and color with 122 Contest winners.

## The Flower Show's "French Connection"

"La Passion du Jardin" was the ambitious theme for the 1998 Philadelphia Flower Show, involving local exhibitors and those from across the Atlantic, who were invited to bring *l'esprit du jardin*

"A United Nations of gardeners growing a supermarket of produce. Congratulations."

— Naomi B. Adams, City Gardens contest judge, about the SOMAD (South of Market Against Drugs) community vegetable garden at 12 South 43rd Street, Philadelphia

*Francais* to Philadelphia for this week in winter. A degree of excellence pervaded the exhibit halls, and the public caught the spirit and responded.

From Texas to Towanda, and from Wisconsin to West Philadelphia, they came. Attendance, second highest in Show history, topped 286,000 with 44% of the visitors from beyond Philadelphia's nine contiguous counties in Pennsylvania, New Jersey and Delaware.

The Society's on-site and telephone surveys since the Show moved downtown to the Convention Center revealed strong interest in free same-day re-entry privileges. Instituted in 1998, they were so successful—over 30% of visitors returned for a same day second look—that we doubled the number of doors by which people could re-enter.

To relieve daytime crowding, we opened at 8:00 am on weekends and offered a series of wine tastings

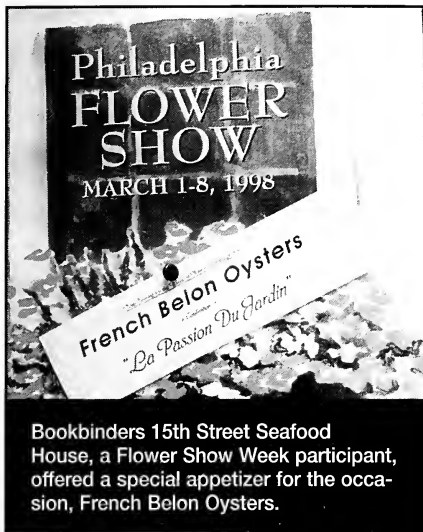
and two dinners with celebrity chef Anne Willan to increase evening traffic. Local chefs and purveyors donated talent and products for daily culinary demonstrations. All these events were successful, with the wine tastings sold out to local groups and corporations before they were announced to the public.

Grateful thanks to all our exhibitors, volunteers, and also to our sponsors and most especially PNC Bank, Presenting Sponsor, for financial contributions as well as encouragement for their staff to participate as volunteers.

In December, 1997, with a generous grant from The Pew Charitable Trusts, we embarked on an Assessment of the Show which will continue through June, 1999. In January, we hired Parter International and Management Resources, Inc. to help us consider aspects of the Show from marketing to sponsorships and merchandising as well as current and future needs of our major exhibitors.

### *"La Passion Du Jardin" Preview Dinner was Un Grand Success*

Cynthia Cheston, our energetic Preview Dinner chair, and the Preview Dinner Committee welcomed 3,300 guests to cocktails at the gala opening of one of Philadelphia's most popular events, the Philadelphia Flower Show. Guests had a chance to enjoy "La Passion du Jardin" at a leisurely pace.



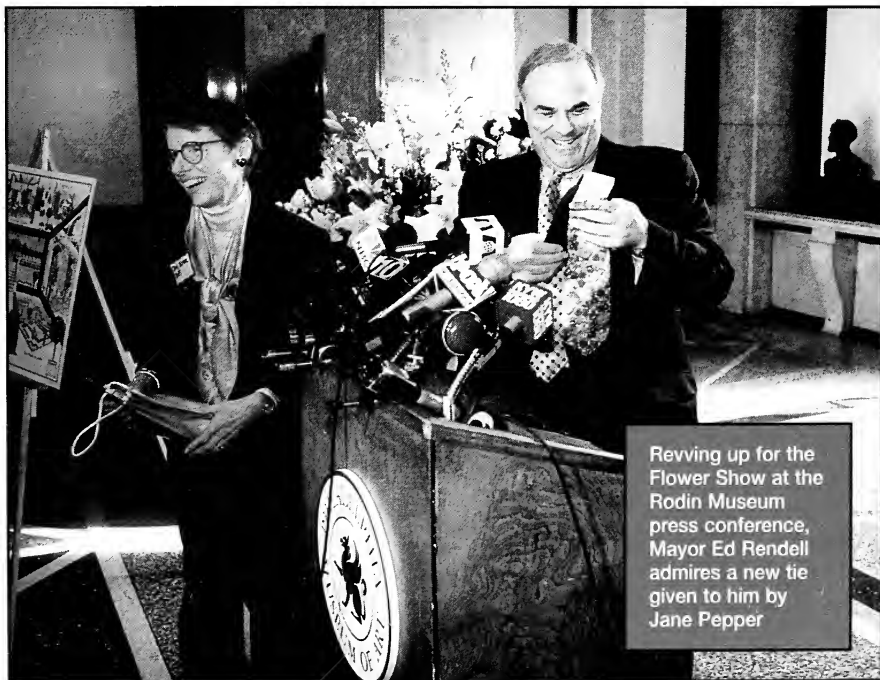
Bookbinders 15th Street Seafood House, a Flower Show Week participant, offered a special appetizer for the occasion, French Belon Oysters.

For the 2100 guests who stayed for dinner in the Ballroom of the Pennsylvania Convention Center, the tables captured the essence of

France with lighted Eiffel Towers atop white floral arrangements. The dinner was served by Aramark; The Cadillac Supernetwork provided generous sponsorship; and all attendees helped further the cause of greening Philadelphia.

## Spotlight On Flower Show Week

Flower Show Week has become a key promotion to encourage Show visitors to take advantage of Philadelphia as tourists. This year's attractions were created by 90 participants who put together special packages, menus, programs and promotions featuring a flower theme. A coupon book of these activities and offers was distributed to Flower Show group visitors in



advance of the Show and to visitors during Show week.

Working with the Greater Philadelphia Tourism Marketing Corporation, The Pennsylvania Convention Center Authority, and the Philadelphia Convention and Visitors Bureau, PHS placed a series of advertisements in national newspapers and magazines promoting overnight visits to Philadelphia during the Flower Show. More than 24,000 visitors stayed overnight in a hotel room during the Flower Show. The economic impact the Show had on the City was an estimated \$24 million.

### Getting With The Program

To help Flower Show visitors plan their days at the Show, PHS formed a partnership with Philadelphia Newspapers to produce 1.25 million color programs. Two weeks in advance of the Show, 1.1 million *Philadelphia Inquirer* subscribers received the Program with their *Sunday Magazine*. Several days in advance of the Show, another 200,000 went to subscribers of the *Philadelphia Daily News*. The promotion also included a series of complimentary advertisements in both papers. Another 44,000 copies of the Program were distributed to Show-goers.

### Harvest and History

The theme of 1997's Harvest Show was "Renaissance Harvest" and it featured dungeons, dragons and DaVinci. The 4,500 knights and

maidens who attended the Show in Fairmount Park's Horticulture Center in mid-September found family fun and fantasy—with 19 educational exhibits on horticulture, ecology and art—all painlessly added to the mix.

Over 2,600 entries from 40 community gardens and 50 area garden clubs and horticultural organizations represented the bounty of over 550 people's gardening efforts in the Greater Philadelphia Region. Twenty marketplace vendors offered horticultural wares and plants. It was indeed another great Harvest Show.

### Junior Flower Show celebrates Springtime in Paris

Picking up on the "big" show's theme, the Junior Flower Show celebrated "Springtime in Paris" at Memorial Hall on May 20 and May 21.

Over 40 schools, 4-H groups, day care programs and individual youngsters exhibited their best plants or creative designs; bringing over 800 entries and classroom projects. The Junior Flower Show provides school age children with an awareness of horticulture and their environment and an opportunity to learn gardening skills.

A new partnership was formed with Friends of Philadelphia Parks so that school children who participated in the Friends' event, "Pennies for the Park," could attend the Junior Flower Show on May 21 as part of the Friends' two-day Kids Day in the Park celebration.

## Six Plants That Won The Gold

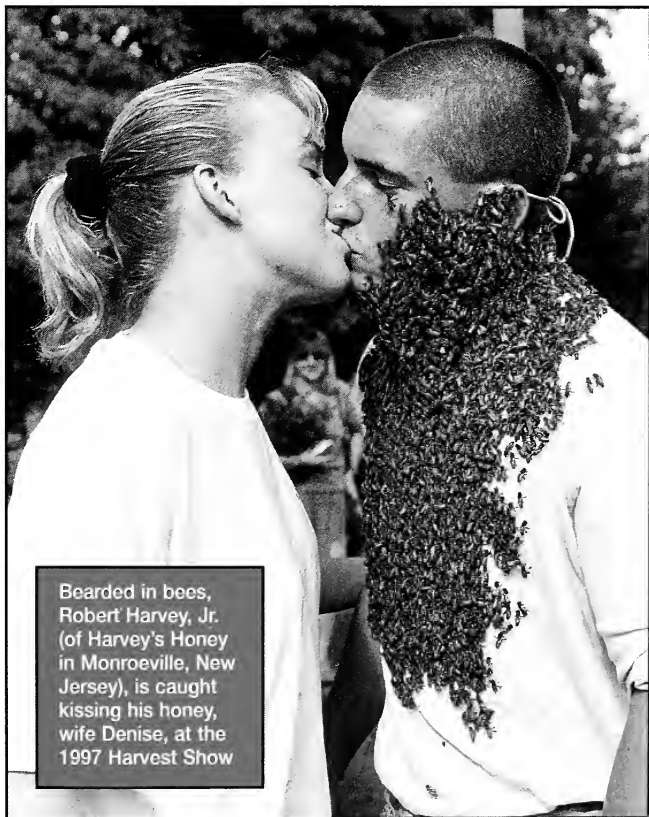
Another educational effort is the annual recognition of extraordinary growing efforts. In 1998 the Gold Medal Plant Award celebrated 10 years of selecting and promoting exceptional woody plants that enhance not only area gardens, but add variety to landscaping palettes. This year's selections included one tree, three shrubs, and a vine.

*Thuja* 'Green Giant,' can be used as an evergreen screen; *Aesculus parviflora* is a deer resistant summer flowering shrub; *Clethra alnifolia* 'Ruby Spice' is a pink blooming summersweet; *Mahonia bealei*, is a deer resistant evergreen shrub; and *Schizophragma hydrangeoides* 'Moonlight,' is a white flowering vine with silver variegation.

## Cookbook Gets Cable Coverage

Six minutes of fame were all PHS needed this last fall to sell more than 1,500 copies of its highly regarded cookbook, *Great Recipes from Great Gardeners*.

The PHS cookbook was chosen from thousands of entries by the popular home shopping network, QVC, during its "50 Products in 50 States" promotion. The live broadcast featured Jane Pepper mixing her favorite muffins ("Eventful Muffins," page 173), and showed a sampling of desserts and dishes from *Great Recipes*. Led by the extraordinary volunteer team of Sally Graham and Sandy Manthorpe, the four-year-old cookbook has been reprinted three times and garnered over \$100,000 for the Society.



## Website Audience Grows By Megabytes

The widening audience on the Internet has brought a flood of new viewers to the PHS website at [www.libertynet.org/phs](http://www.libertynet.org/phs). More than 300,000 visitors in February and March visited the Flower Show homepage, with many more surfing the Society's library, publications, programs, and membership pages. The website changes regularly to reflect the Society's growing number of projects and services.

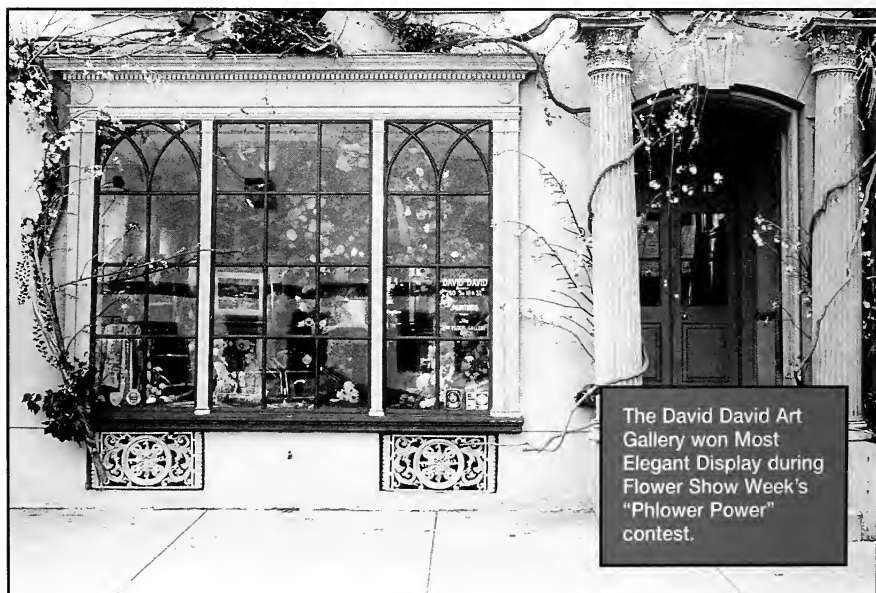
## Volunteer/Staff Partnerships Are Key To Organization

The Pennsylvania Horticultural Society is governed by a 47-member volunteer Council presided over by Chair Ann L. Reed and an Executive Committee. Each of the *Council's*

committees is assigned at least one staff person, and the President and Chair are ex-officio members of all committees. A 50-person Philadelphia Green Advisory Board works with staff to provide feedback on program education and evaluation.

President Jane Pepper presides over the 90-member staff team. She is assisted by a four-member management team consisting of J. Blaine Bonham Jr., Vice President/Programs; Ed Lindemann, Shows Designer and Director; Claudia Rayer, Human Resources Manager; and Michael R. Molloy, Finance Director.

Programs carried out under Blaine Bonham's direction include Educational Services, Membership, Publications, Library, Special Events, Outreach, and Philadelphia Green programs of Community Greening and Public Landscapes.





# AZALEA GARDEN PARTY



The Azalea Garden Party (clockwise from top left): Vice President/Programs J. Blaine Bonham, Jr. (right) chats with party revelers; Clown and young friend; The party's big tent; Guests sample the elegant hors d'oeuvres; Council secretary Kathleen Putnam surrounded by fellow party-goers; rustic folk musicians flail away on guitar and fiddle.

# AWARDS

## PHS Awards

### 1997 Distinguished Achievement Award

Frederick E. Roberts

### 1997 Certificate of Merit

Rena Ennis (awarded posthumously)

Janet and John Gyer

Kitty Lapp

Rosemarie and Jules Vassalluzzo

### 1998 Collegiate Scholarship

Meredyth L. Fogg

## 1998 Flower Show

### Best in Show

Landscape:

*Stoney Bank Nurseries, J.*

*Franklin Styer Nurseries, Inc.*

Floral Design:

*LeRoy's Flowers & Gifts Inc.*

Academic Educational:

*Williamson Free School of  
Mechanical Trades*

Nonacademic Educational:

*U.S. EPA Region III*



Nonprofit Display:

*Flora Design Gallery & The Herb Society of America, Central Ohio & Philadelphia Units*

**Competitive Class Sweepstakes**

Horticultural Sweepstakes (Individual):

*Mrs. Samuel M. V. Hamilton*

Runners-up:

*Ray Rogers, Sylvia Lin*

Horticultural Sweepstakes (Organization):

*The Garden Club of Wilmington*

Runner-up: *Philadelphia Cactus & Succulent Society*

Artistic Sweepstakes (Individual):

*W. Eugene Burkbart, Jr.*

Runner-up: *Frannie Maguire*

Artistic Sweepstakes (Club):

*Wissahickon Garden Club*

Runners-up: *Garden Workers,*

*Norristown Garden Club*

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Just a few of the 286,000 people who attended the 1998 Philadelphia Flower Show

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Jane Pepper talking with guests in PHS headquarter's charming Council Room.



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Even kids get into the Tree Tender act, planting saplings at Gorgas Park.

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John Swan (center) and Louis Hood (right) talk with a guest during the Flower Show Summer Party at Chanticleer.

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Throughout the year landscape designers, flower arrangers and horticultural experts share their enthusiasm and special interests through workshops and programs. Thanks to the generosity of garden owners and the hard work of the Members Committee, members visited 19 private gardens in our region:

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Bill Rosenberg  
and his wife,  
Jamie Rothstein  
(1998 Show  
Central Feature  
exhibitor), at the  
Flower Show  
Summer Party.



Bill Mills (Vice Chair of the Flower Show Executive Committee) and his wife, Jackie Mills (Co-Chair of the InfoNet Committee), strolling the grounds at Chanticleer during the Flower Show Summer Party.

## REPORT OF THE FINANCE COMMITTEE

The consolidated statements of net assets are prepared in accordance with generally accepted accounting principles. These statements reflect an increase in net assets, between fiscal years of \$4,164,581. This increase is comprised of the following: results of operations and investments of \$1,587,472, as shown in the accompanying statement; restricted gifts for Art Museum Maintenance Fund of \$990,563, unrealized gains on investments of \$2,164,518; and the net effect of accounting for unconditional gifts and grants \$(577,972).

The consolidated statements of operations and investments are shown on a modified basis and are not prepared in accordance with generally

accepted accounting principles. These statements are used for internal management reporting and are consistent with those of previous years.

We are pleased with this year's financial results since they enable the Society to continue its greening efforts, public landscapes and educational programs and to make significant additions to our endowment. This year also marked the beginning of the Society's efforts to build a restricted endowment fund to cover the ongoing maintenance costs of The Art Museum Landscape Rehabilitation project.

We are most grateful for the bequest from Channing Way during the current fiscal year.



Touring the Art Museum landscape renovation (left to right): Museum CEO Anne d'Harnoncourt; F. Eugene Dixon Jr., President, Fairmount Park Commission; William E. Mifflin, Executive Director, Fairmount Park; and PHS president Jane Pepper.

## CONSOLIDATED STATEMENTS OF NET ASSETS

Net Assets	June 30, 1998	1997
Unrestricted		
Council-Designated Fund	\$12,282,481	\$12,282,481
For use in future operations	15,169,242	7,349,399
Total Unrestricted	<u>27,451,723</u>	<u>19,631,880</u>
Temporarily Restricted	2,259,624	7,207,984
Permanently Restricted		
Art Museum Maintenance	990,563	
Other	<u>1,971,339</u>	<u>1,668,804</u>
<b>Total Net Assets</b>	<u><u>\$32,673,249</u></u>	<u><u>\$28,508,668</u></u>

## CONSOLIDATED STATEMENTS OF OPERATIONS AND INVESTMENTS

Operating Revenues	June 30, 1998	1997
Flower/Harvest Shows	\$6,968,367	\$5,339,649
Community Greening	1,826,002	1,925,657
Preview Dinner	975,813	914,850
Public Landscapes	277,668	326,864
Educational Services	515,222	487,666
Contributions/Bequests	111,964	296,184
Total Revenues	<u>10,675,036</u>	<u>9,290,870</u>
<b>Operating Expenses</b>		
Flower/Harvest Shows	5,026,512	4,437,039
Community Greening	2,180,874	2,405,133
Preview Dinner	421,161	377,372
Public Landscapes	539,949	508,099
Educational Services	1,542,408	1,486,395
Special Projects	234,123	252,915
Total Expenses	<u>9,945,027</u>	<u>9,466,953</u>
<b>Results of Operations</b>	730,009	(176,083)
<b>Investment Revenue</b>	<u>857,463</u>	<u>881,441</u>
<b>Results of Operations and Investments</b>	<u><u>\$1,587,472</u></u>	<u><u>\$705,358</u></u>

# COMMITTEES

## Council Officers

Ann L. Reed  
*Chair \**

J. Liddon Pennock, Jr.  
*Vice-Chair*

Herb Clarke  
*Vice-Chair*

W. Thacher Brown  
*Vice-Chair*

Charles N. Marshall  
*Treasurer*

Kathleen G. Putnam  
*Secretary*

Jane G. Pepper  
*President \**

\*The Chair of Council  
and the President serve  
ex officio on all com-  
mittees.

## Council Executive Committee

Ann L. Reed, Chair  
W. Thacher Brown

Morris Cheston, Jr.  
Herb Clarke  
Walter Fisher, Jr.  
Charles N. Marshall  
Elizabeth P. McLean  
J. William Mills  
Kathleen G. Putnam  
Patricia B. Sanders  
Patricia L. Wilson

## Council Members

Anna Marie Amey,  
*ex officio*  
Nila G. Betof  
Jack Blandy





Thomas H. Bown 2nd  
 Brinton Brosius  
 Morris Cheston, Jr.  
 Patricia Fox Feehrer  
 Donald L. Felley  
 Walter Fisher, Jr.,  
*ex officio*  
 Hayward Ford  
 Henry L. Good  
 Sally Graham  
 Harry E. Hill  
 Annie D. Hyman  
 Barbara J. Kaplan  
 Anne B. Kellett  
 Sallie G. Korman  
 Tom Lederer  
 Richard W. Lighty  
 Sandy Manthorpe  
 Leonard Marinaccio  
 Elizabeth P. McLean  
 J. Williams Mills  
 Ingrid Montgomery  
 Melinda C. Moritz  
 Martha H. Morris  
 Patricia B. Sanders  
 Alan P. Slack  
 Roger J. Steinbecker  
 James B. Straw  
 Mary Jo Strawbridge  
 Walter C. Taylor, Jr.  
 Barbara H. Teaford  
 Regina O. Thomas  
 Gloria Trower  
 Sharon Turner  
 Margaret B. Wallis  
 Patricia L. Wilson  
 Mary Lou Wolfe,  
*ex officio*  
 Robert C. Young, M.D.  
 Sandra G. Young  
 Marc M. Zaharchuk

## **Art Museum Landscape Restoration**

Ann L. Reed.  
*Co-chair*  
 Kenneth S. Kaiserman,  
*Co-Chair*  
 Anne d'Harnoncourt,  
 Cindy Affleck  
 Steven Ashbridge  
 Ernesta D. Ballard  
 Alice Beamesderfer  
 Alan D. Bleznak  
 Jean Bodine  
 D-J & Howard Brosius  
 Lloyd H. Brown  
 Lisa Carr  
 Morris Cheston, Jr.  
 Ruth Colket  
 Stephanie Craighead  
 Daniel W. Dietrich 2nd  
 Fitz Eugene Dixon  
 James Donaghy  
 Charles Dougherty  
 Donald L. Felley  
 Judy Mathe Foley  
 Wes Francis  
 Annette Friedland  
 Milton Ginsburg  
 Dorrance Hamilton  
 Barbara Kaplan  
 James Kise  
 Tom Kline  
 Sallie & Bert Korman  
 Carolyn Langfitt  
 Ed Lindemann  
 David Lipson  
 Sandy Manthorpe  
 Elizabeth P. McLean  
 William E. Mifflin  
 Martha H. Morris  
 Bob Morrone  
 Kitty Muckle  
 J. Liddon Pennock, Jr.  
 Jane G. Pepper  
 H. Theodore  
 Proudford 3rd

Darrel Sewell  
 Kathy Sherrerd  
 Stanley Tuttleman  
 Margaret B. Wallis  
 Susan P. Wilmerding  
 Kenneth Woodson  
 Marc M. Zaharchuk

## **Awards**

Patricia Fox Feehrer,  
*Chair*  
 Susan Armstrong  
 Martha Barron  
 Richard A. Colbert  
 Tina Colehower  
 Sally Graham  
 Richard W. Lighty  
 Margarete Marvin  
 Elizabeth P. McLean  
 Flossie Narducci  
 Claire Sawyers  
 Liz Sharp

## **Azalea Garden Party**

Jood and Tim  
 Thompson, *Chairs*  
 Cathi and John  
 Kessock, *Vice-Chairs*  
 Angela Jones and  
 William Higgins,  
*Junior Committee  
Chairs*  
 Molly Schnoor and  
 Michael Tierney,  
*Junior Committee  
Vice-Chairs*

## **Finance/Pension**

W. Thacher Brown,  
*Chair*  
 Morris Cheston, Jr.  
 Donald L. Felley  
 Henry L. Good  
 Anna E. Hillman  
 William D. MacDowell

Chefs giving one of their  
 mouth-watering demon-  
 strations at the Flower  
 Show.

Charles N. Marshall  
J. William Mills  
Kathleen G. Putnam  
Robert S. Ryan  
Roger J. Steinbecker  
Barbara H. Teaford  
Patricia L. Wilson

### **Flower Show Executive Committee**

Walter C. Fisher, Jr.,  
*Chair*  
J. William Mills,  
*Vice-Chair*  
Diane Allen  
Anna Marie Amey  
Jack Blandy  
Thomas H. Bown 2nd  
Cynthia Cheston,  
*ex officio*  
Morris Cheston, Jr.  
Herb Clarke  
Joe Cugliotta  
G. Morris Dorrance, Jr.  
Margo P. Eremus  
Patricia Fox Feehrer,  
*ex officio*  
Paul Greco  
Harry E. Hill  
Midge Ingersoll  
Anne B. Kellett  
Robert Lamsback  
Margarete Marvin  
Bob McClintock  
J. Liddon Pennock, Jr.  
Audrey Pfeilsticker  
Lee M. Raden  
Frank E. Reed  
Bruce Robertson  
Alan P. Slack  
James B. Straw  
Mary Jo Strawbridge  
Paul Tickle  
Sandra Ward  
John Witmyer

### **Flower Show Preview Dinner**

Cynthia M. Cheston,  
*Chair*  
Lloyd H. Brown,  
*Vice-Chair*  
Wilson J. C. Braun, Jr.  
D-J Brosius  
Rodney D. Day 3rd  
Margo P. Eremus  
Eleanore H. Gadsden  
Scheryl W. Glanton  
Nancy E. Goldy  
Bobby P. Grace  
David P. Hollander  
Angela M. Huggins  
Janet M. Jones  
Sallie G. Korman  
Susan M. Levy  
Bonnie F. McCausland  
Collin F. McNeil  
Karen F. Minyard  
J. Brien Murphy  
George Q. Nichols  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Frank E. Reed  
Marilyn Sifford  
Mary Lee B. Stallkamp  
Keith R. Straw  
Robert C. Wallis  
Margaret R. & William  
B. Widerseim,  
*Chairs, Associates*

### **Gold Medal Plant Award Evaluators**

Richard Hesselein,  
*Chair*  
Darrel Apps  
Richard L. Bitner  
Tom Dilatush  
William H. Frederick, Jr.  
Sheila Gmeiner  
Joseph Gray  
William H. Heyser  
Steve Hutton

Richard W. Lighty  
Paul W. Meyer  
Philip Normandy  
Claire Sawyers  
Barry Yinger  
Charles Zafonte  
Judith D. Zuk

### **Harvest Show**

Patricia Fox Feehrer,  
*Chair*  
Sandra G. Young,  
*Vice-Chair*

### **Hotline Volunteers**

Kathryn S. Andersen  
Susan Armstrong  
Richard Both\*  
Joan Z. Brinton  
Alice M. Doering\*  
Elizabeth B. Farley  
Tam Hartell\*  
Louis Hood  
Elise Payne  
Dot Plyler\*  
Lee M. Raden  
Sandy Salkeld  
Alan P. Slack\*  
Irene Slater\*  
John Swan\*  
Mary Ann Thomas  
Susan P. Wilmerding\*  
Mary Lou Wolfe\*  
*\*indicates more than 10  
years of Hotline service*

### **Human Resources**

Nila G. Betof,  
*Chair*  
Maureen Ginty  
Anna E. Hillman  
Russell O. Jones  
Leonard Marinaccio  
Richard F. Meischeld  
Margaret M. Sadler  
Walter C. Taylor



Members finding book bargains at the Plant Dividend and Book Sale.

## Junior Flower Show

Larry Stier,  
*Chair*

## Library

Martha H. Morris,  
*Chair*  
Joan Z. Brinton  
George R. Clark\*  
Alice M. Doering  
Elizabeth B. Farley  
George M. Harding  
Kitty Lapp  
Elizabeth P. McLean  
Sandra K. Myers  
W. Gary Smith  
L. Wilbur Zimmerman  
\* deceased

## Members

Patricia B. Sanders,  
*Chair*  
Martha Barron  
Richard L. Bitner  
Fran Borie  
Margaret P. Bowditch  
D-J Brosius  
Tina Colehower  
Linda Fisher  
Nancy Greenwood  
Louis Hood  
Barbara Juda  
Margaret Krengel  
Sylvia Lin  
Carol McConomy  
Melinda C. Moritz  
Lee M. Raden  
Alan P. Slack  
Mary Ann Thomas  
Margaret B. Wallis  
Phyllis Weisman

## Nominating

Morris Cheston, Jr.,  
*Chair*  
Brinton Brosius  
Sally Graham  
Harry E. Hill  
Anne B. Kellett  
Martha H. Morris  
Mary Jo Strawbridge  
Barbara H. Teaford

## Philadelphia Green Advisory

Ingrid Montgomery,  
*Chair*  
Lenora Ali  
Clannie Berrian  
Runa Bhattacharya  
John J. Boyce  
Iris Brown  
Shirley Brown  
Betty O. Cam  
C. Charles Carmichael

Happy child, happy  
plant!



Denise Clark  
Edward J. Crompton  
Linda Cruz  
Florie A. Dotson  
Gertrude Dyer  
William Ehrich  
Charlotte Elsner  
Rosina Feldman  
Johanna Fine  
Golde Fitzpatrick  
Hayward Ford  
Acia Gay  
Trudy Gay  
Beverly & Delmer Gill  
Rosario Henshaw  
Annie D. Hyman  
Lenora Jackson-Evans  
Carol A. Janerette  
Torben Jenk  
Rosalind Johnson  
John Lafley  
Nanzetta Leavy  
Tom Lederer  
Adam Levine  
Kate Loal  
Dorene Martin  
Alfreda Mason

Dorsha Mason  
Darrin Moletta  
Rita O'Kedas  
Wyn Postell  
Carla M. Puppín  
Stephen Pyne  
Joyce V. Richardson  
Alice Robertson  
Pearl V. Romans  
Tomasita Romero  
Alex Soroka  
James Stanley  
John A. Steptoe  
Lawrence L. Stier  
James Taylor  
Marjorie H. Thornton  
Gloria Trower  
Sharon Turner  
Vivian Van Story  
Sam Williams  
Grover C. Willis  
Jacquie Winslow  
Barbara Wolf  
Beverly Woods  
Mark M. Zaharchuk

## **Publications**

Mary Lou Wolfe,  
*Chair*  
Kathryn S. Andersen  
Richard L. Bitner  
Walter G. Chandoha  
Judy Mathe Foley  
Charles W. Heuser  
Gene Jackson  
Anthony A. Lyle  
Robert McCracken Peck  
L. Wilbur Zimmerman

# STAFF

Nicholas Alexander <i>Data System Intern</i>	Ann Domalevicz <i>Administrative Secretary</i>	Betsy Gullan <i>Membership Manager</i>
Jane Alling <i>Assistant Librarian</i>	Maryann Dunne <i>Security</i>	Carl Haefner <i>Project Coordinator</i>
Tanya Andrews <i>Secretary</i>	Elsa Efran <i>Shows Data Coordinator</i>	Deborah Hall <i>Project Manager</i>
Suzanne Betts <i>Development Manager</i>	Janet Evans <i>Librarian</i>	Judy Heany <i>Field Services Representative</i>
Christine Blair <i>Administrative Assistant</i>	Yvette Fisher <i>Data Entry Clerk</i>	Ann Hines <i>Office Manager</i>
Marcy BonDurant <i>Parks Program Project Manager</i>	Erin Fournier <i>Publications Assistant</i>	Paula Holland <i>Administrative Assistant</i>
J. Blaine Bonham, Jr. <i>Vice President/Programs</i>	Eileen Gallagher <i>Project Manager</i>	Angela Holman <i>Secretary</i>
Alfonzo Brown <i>General Services</i>	John Gannon <i>Executive Assistant to the Vice President</i>	Donald Holub II <i>Project Manager</i>
Lauri Brunton <i>Publications Associate</i>	LaRhonda Garlington <i>Accounting Service Clerk</i>	Christine Howse <i>Project Coordinator</i>
Mary Buckno <i>Project Coordinator</i>	Elinor Goff <i>Library Aide</i>	Mark Huber <i>Project Coordinator</i>
Ramon Burgos <i>Mail Specialist</i>	Kay Gramiak <i>Administrative Assistant</i>	Diane Humphries <i>Database Administrator</i>
Jean Byrne <i>Publications Director</i>	Keith Green <i>Field Services Representative</i>	Dawn Johns <i>Administrative Assistant</i>
Janet Carter <i>Outreach Coordinator</i>	Barbara Grinspan <i>Marketing Assistant</i>	Betsy Johnson <i>Administrative Services Coordinator</i>
Sonia Castro <i>Community Greening Administrative Assistant</i>	Michael Groman <i>Community Greening Manager</i>	Joan Kapczynski <i>Public Landscapes Administrative Assistant</i>
David Cooper <i>Field Services Representative</i>	Ellen Gross <i>Flower Show Special Events &amp; Marketplace Coordinator</i>	Jonathan Keogh <i>Operations Coordinator</i>
Linda Davis <i>Members Services Coordinator</i>		Lisa Kishi <i>Marketing Coordinator</i>

Sally Kutyla  
*Members Activities  
Coordinator*

Anne Letter  
*Advance Tickets Sales  
Coordinator*

Carol Lindemann  
*Executive Assistant to the  
President*

Ed Lindemann  
*Shows Designer and  
Director*

Mindy Maslin  
*Project Manager*

Steven Maurer  
*Public Relations  
Coordinator*

Sally McCabe  
*Outreach Coordinator*

Everald McDonald  
*Field Services  
Representative*

Elizabeth McGill  
*Office Coordinator*

Marge Meer  
*Competitive Classes  
Coordinator*

Kathleen Mills  
*Shows Administrative  
Manager*

Mike Molloy  
*Financial Director*

Connie Motto  
*Human Resources Assistant*

Ann Murray  
*Financial Services  
Coordinator*

Jeffrey Myers  
*Public Information  
Coordinator*

Sandra Myers  
*Cataloger*

Flossie Narducci  
*Special Events Manager*

Shannon Nec  
*Project Coordinator*

Kathryn Newland  
*Public Landscapes  
Manager*

Marcella Nixon  
*Outreach Coordinator*

Nancy O'Donnell  
*Public Landscapes Project  
Manager*

Jane G. Pepper  
*President*

Tom Petrik  
*Financial Analyst*

Krista Raneri  
*Secretary*

Eva Ray  
*Program Services Manager*

Claudia Rayer  
*Human Resources Manager*

Joan Reilly  
*Community Development  
Specialist*

Marilyn Reynolds  
*Outreach Intern*

Shani Risien  
*Receptionist*

Joseph Robinson  
*Technical Support  
Specialist*

Maitreyi B. Roy  
*Program Manager*

Elizabeth Schmitt  
*Hospitality Coordinator*

Patricia Schrieber  
*Outreach Manager*

GiGi Sheppard  
*PR & Marketing  
Administrative Assistant*

Julia Sokol  
*Events Assistant*

Joseph Soprani  
*PR & Marketing  
Administrative Coordinator*

Lisa Stephano  
*Public Relations and  
Marketing Manager*

Eriko Takahasi  
*Conservator*

Mark Teller  
*Program Manager*

Jeffrey Tober  
*Project Coordinator*

Gretchen Trefny  
*Public Landscapes Project  
Coordinator*

Clara Troilo  
*Receptionist/Clerical*

Rogette Tucker  
*Field Services  
Representative*

Diane Tully  
*Data Entry Clerk*

Anne Vallery  
*Creative Services  
Coordinator*

Anne Weiss  
*Secretary*

Veronica Whiten  
*Information Coordinator*

Ellen P. Wheeler  
*Preview Dinner  
Coordinator*

Jacquelyn Wright  
*Field Services  
Representative*

Winfred Young  
*Field Services  
Representative*



Nanci Walsh of  
Meadowbrook Farm  
bringing baskets of lovely  
flowers to the Flower  
Show Summer Party for  
exhibitors and volunteers  
at Chanticleer.

